



TOPS

User Manual

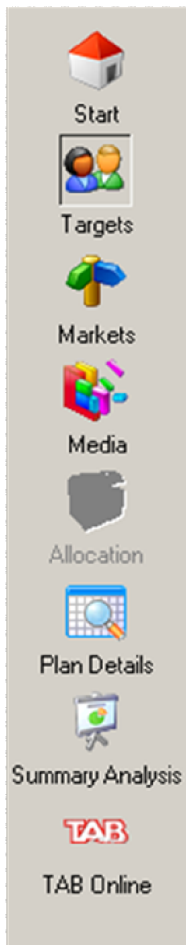
2008

Table of Contents

Introduction	4
Features and Functionality	5
Getting Started.....	6
Target Market Selection	8
Detailed Target Market	10
Open and Save Target Market	10
Second Target Market	10
Rename Target Market.....	10
Market (Area) Selection	12
Media Selection	14
Layout	14
Plan Details.....	17
Plan Detail Column Headings	20
Changing Layout.....	22
Summary Analysis	26
Graph.....	28
Printing / Exporting Selection	29
Exporting example	29
Importing from Excel	31
File Menu	33
Reports	34
Format Summary by Location and Operator	34
Market Summary by Format	36
Market Summary with Frequency Distribution	37
Market Summary with Weekly Accumulation	38
Operator Summary By Location and Format	40
Glossary.....	41

Introduction

TOPS (Telmar's Outdoor Planning System) now has the capability to perform R&Fs using South African Outdoor data.



TOPS is based on a Pivot Table format. The user can drag the column headings in order to make the ranking more user friendly.

TOPS is Telmar's newest multi-market analysis planning system for Traditional Out-of-Home Media - incorporating the most advanced modelling techniques to provide highly accurate delivery analyses.

TOPS produces reach, frequency and other traditional media analysis calculations with a drill back to area, format and operator data.

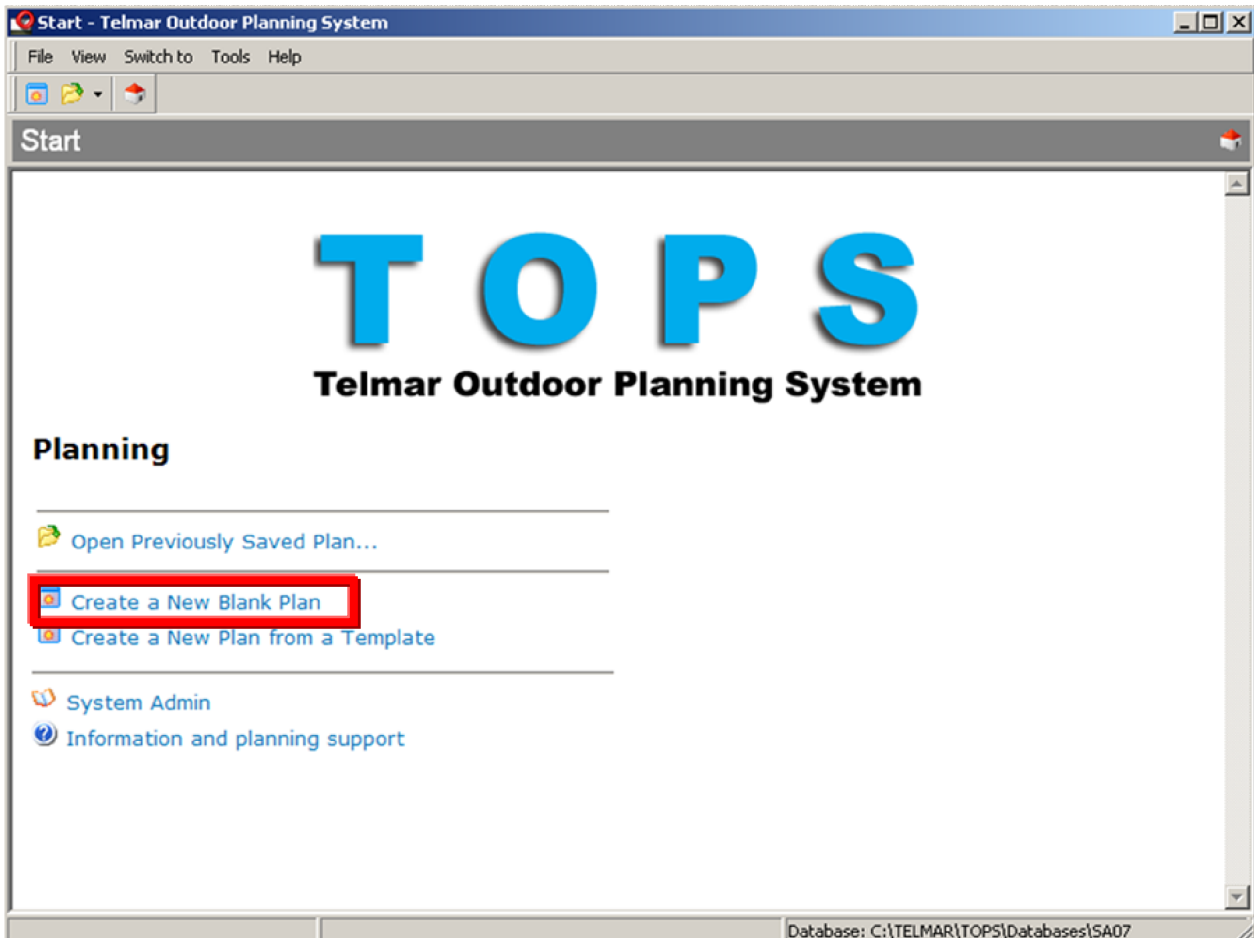
TOPS schedules can be exported to media mixing programs to put out - of-home on the planning grid with television, radio and print.

Features and Functionality

- Time sensitive model
- Demographic targeting for all SAARF measured markets
- Media Analysis delivery by Province and other custom market definitions
- Operator Specific or Market Average planning
- Export to Telmar's Media mix
- Summary of multiple target markets
- Budget and reach goal allocation
- Seamless Excel export for all reporting options
- Frequency Distribution

○

Getting Started

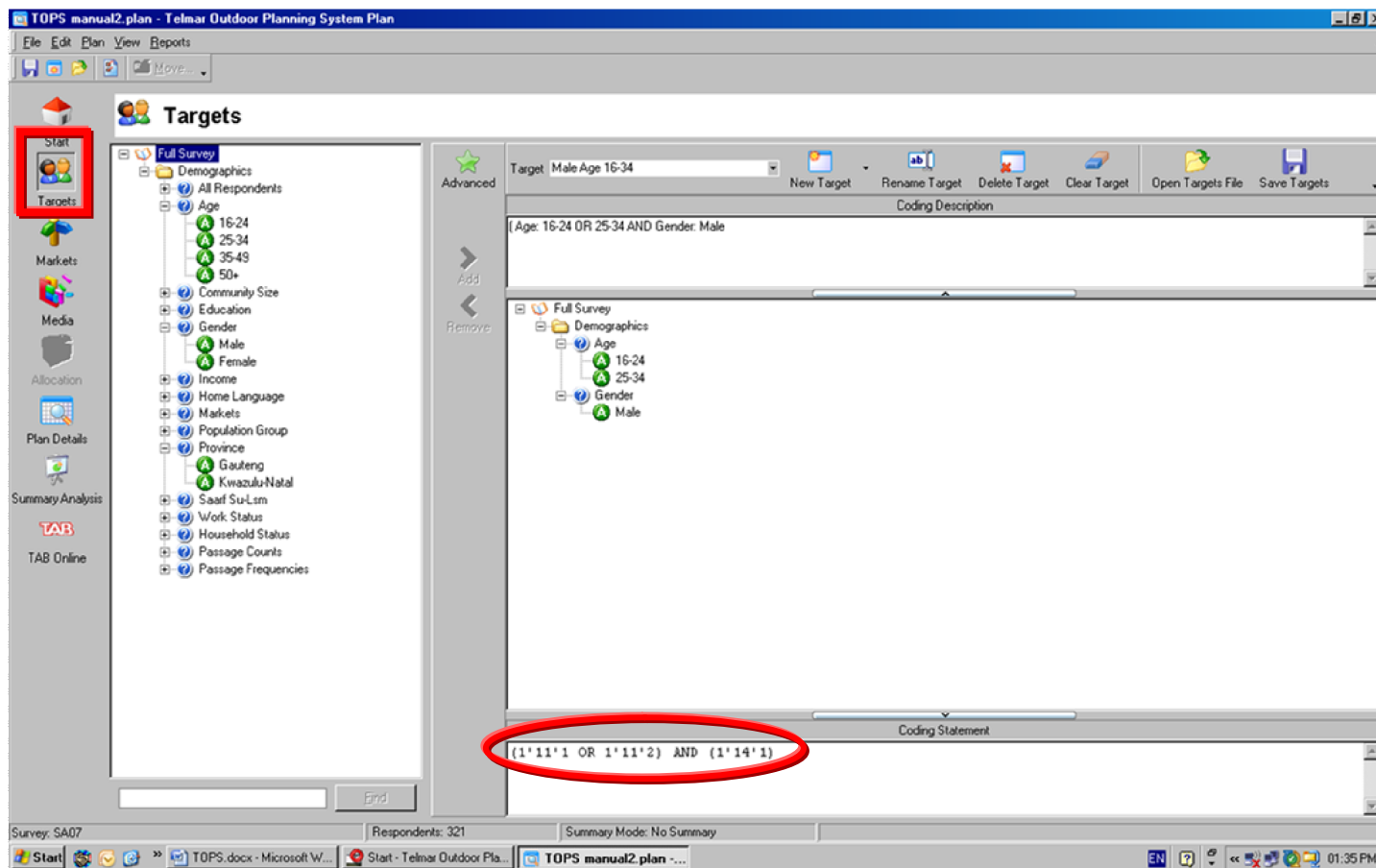


Select the “Create New Blank plan” option or previously saved Plan. Creating a new plan from Template is only available once you have created a template in TOPS. System admin is for data management and not relevant for planning purposes.

Target Market Selection

TOPS will automatically prompt the user to create a target(s). To create a target using South African Outdoor data, simply select one of the pre-created targets offered. Click on the + button to expand all demographic variables. The user do not need to code the demographics with 'and' and 'or', this is done automatically by TOPS





Detailed Target Market

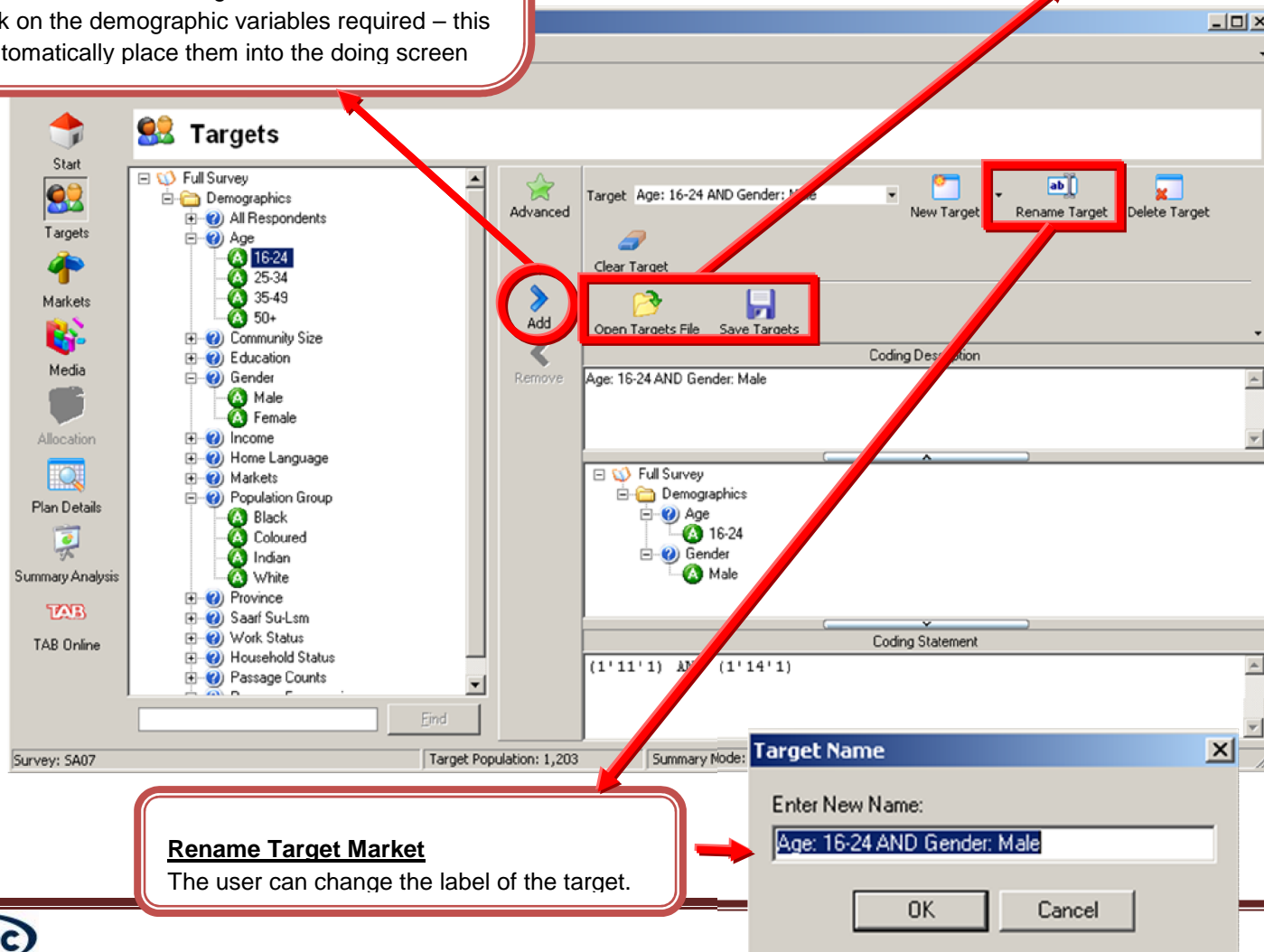
To create a multi-criteria target (i.e. Men age 16-24), simply click on the first item, then click the “Add” button in the centre of the target creation screen, then click on the next item then click “Add” again. The user can also double click on the demographic variables required – this will also automatically place them into the doing screen

Open and Save Target Market

In order to open previous saved target files the user clicks on “Open Target File”. To save Targets, the user clicks on “Save Targets”

Second Target Market

If the user want ot add a second target market, simply select the clear targets option and enter a second target market as illustrated, save and continue



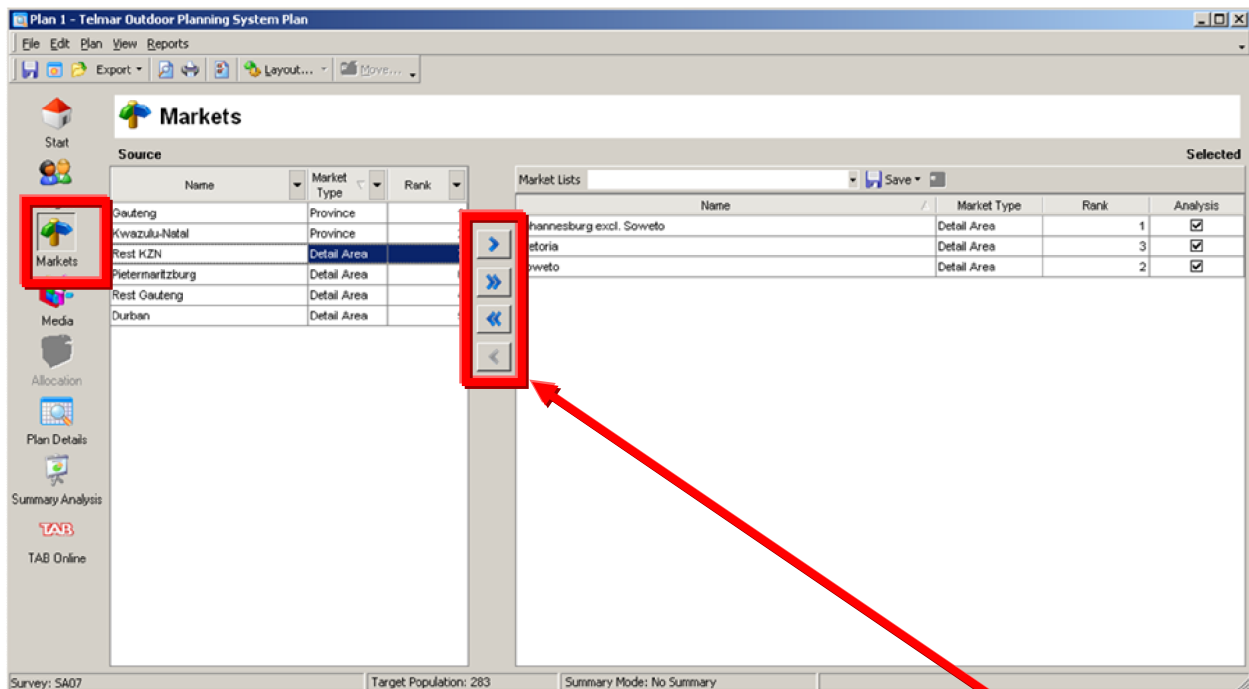
Rename Target Market

The user can change the label of the target.

Market (Area) Selection

Markets represent the areas against which the campaign will be measured. The two Provinces for which research is currently available is : Gauteng and Kwazulu Natal. Although these areas are still relatively broad in terms of outdoor campaigns, limitations with regards to sample sizes necessitated these geographical breakdowns

TOPS Markets		Media/Inventory Locality
Province	Kwazulu Natal	► <i>Durban, Pietermaritzburg, Rest Kwazulu Natal</i>
	Durban	DBN Township, DBN-Central/North/West, DBN-South
	Pietermaritzburg	PMB Township, PMB Central
	Rest Kwazulu Natal	KZN City/Large Town, KZN rural, KZN Small Town/Village
Province	Gauteng	► <i>Johannesburg ex Soweto, Soweto, Pretoria, Rest Gauteng</i>
	JHB excluding Soweto	JHB Central, JHB North, JHB Randburg, JHB Sandton, JHB South
	Soweto	JHB Township
	Pretoria	PTA Township, PTA Central, PTA East, PTA North, PTA South
	Rest Gauteng	Rest Gauteng City/Large Town, Vaal, West Rand, East Rand



The user can select each area by either double clicking on the name or using the arrow keys. The list of all regions selected, will now be displayed on the right hand side. The user can sort the areas i.e. in order to select specific regions by clicking the arrow at the top of the market type column and selecting what type of area the plan will be based on.

Name	Market Type	Rank
Gauteng	Province	1
Kwazulu-Natal	(All)	2
Rest KZN	(Custom...)	7
Pietermaritzburg	Detail Area	6
Rest Gauteng	Province	4
Durban	Detail Area	5

Media Selection

This provides specific information on board location by media owner and type for example:

Clear Channel, 12 Sheet, Johannesburg Township. The area selection made in Market, will influence the boards returned in the Media section. For example, if Durban is selected, only board types for Durban will appear in the Media list. The inventory list has more detailed area information.

In the media screen, the media inventory that is displayed is based on the areas selected in the Market screen.

The Media selection is based on a Pivot Table format which means column headings can be dragged to the desired location and dropped.

In order to select the different media types, the user can either double click on the medium or use the arrow key.

Layout
To customize the layout thus to exclude columns

The screenshot displays the 'Media' selection screen in the 'Telmar Outdoor Planning System Plan' software. The interface includes a sidebar on the left with icons for 'Start', 'Targets', 'Mainers', 'Media' (highlighted), 'Allocation', 'Plan Details', 'Summary Analysis', and 'TAB Online'. The main area shows a table of media inventory with columns: Name, Location, Forms, Operator, Inventory, Audience, and Base Rate. A 'Configure' dialog box is open on the right, allowing users to select or deselect columns. The dialog box has checkboxes for Name, Location, Format, Operator, Inventory, Audience, Base Rate, Market, State, TAB Ref, and Operator Ref. A red box highlights the 'Layout...' button in the top toolbar, and a red arrow points from the 'Layout' text to this button. Another red arrow points from the 'Layout' text to the 'Configure' dialog box.

Name	Location	Forms	Operator	Inventory	Audience	Base Rate
12-Sheet(PTA-Cent)	Pretoria	12-Sheet	Primedia	3	22,887	
12-Sheet(PTA-Blk Tship)	Pretoria	12-Sheet	Primedia	60	8,458	
12-Sheet(JHB-Sth)	Johannesburg excl. Sc	12-Sheet	Clear Channel	2	9,128	
12-Sheet(PTA-Blk Tship)	Pretoria	12-Sheet	Clear Channel	74	7,355	
12-Sheet(JHB-Blk Tship)	Soweto	12-Sheet	Clear Channel	155	12,463	
12-Sheet(JHB-Cent)	Johannesburg excl. Sc	12-Sheet	Clear Channel	2	50,302	
12-Sheet(JHB-Sth)	Johannesburg excl. Sc	12-Sheet	Primedia	2	16,566	\$0 Johannesburg
12x9 SS(PTA-Blk Tship)	Pretoria	12x9 SS	Outdoor Network	2	77,059	\$0 Pretoria
12x9 SS(JHB-Cent)	Johannesburg excl. Sc	12x9 SS	Outdoor Network	2	34,990	\$0 Johannesburg

Survey: SA07 Target Population: 283 Summary Mode: No Summary

TECHNICAL SOLUTIONS
Winning Media Solutions

Operator ▼	Location ▼	Name ▼	Market ▼	Format ▲ ▼	Inventory ▼	Audience ▼	Base Rate ▼
Primedia	Pretoria	12-Sheet(PTA-Cent)	Pretoria	12-Sheet	3	22,887	\$0
Primedia	Pretoria	12-Sheet(PTA-Nth)	Pretoria	12-Sheet	4	9,128	\$0
Primedia	Pretoria	12-Sheet(PTA-East)	Pretoria	12-Sheet	1	8,455	\$0
Primedia	Pretoria	12-Sheet(PTA-Blk Tship)	Pretoria	12-Sheet	60	8,458	\$0
Outdoor Network	Rest Gauteng	12-Sheet(Rest GT C<)	Rest Gauten	12-Sheet	3	4,824	\$0

Column descriptions

- **Operator:** The media owner that owns the site
- **Location:** The actual location of the board either by province or area depending on the area selected previously
- **Name:** OOH format type, size and detailed area.
- **Market:** This is the same as location
- **Format:** The size of the site
- **Inventory:** The total number OOH format types by area by media owner
- **Audience:** The size of the market generated by the area the site is in
- **Base Rate:** This is the weekly rate per site.

Abbreviation of sites

- **ST / V / RUR:** Small Town / Village / Rural
- **C / LT:** City / Large Town
- **BLK TSHIP:** Black Township
- **ST / V:** Small Town / Village

Plan Details

The Plan Details is the screen in which the outdoor plan is constructed.

Once plan is done, it can be export to excel

Note that this is not audited

Clicking on column headings will rank ascending / descending order

TOPS manualplan - Telmar Outdoor Planning System Plan

File Edit Plan View Reports

Export Layout... Move...

All Selected Markets (Detail Area)

Drag a column header here to group by that column

#	Company	Format	Inventory Market	Inventory Locality	Panels	Weeks	Name	Weekly Base Rate	Discount	Campaign Cost	DEC / Audience	VAI	Daily Imps (000)	Weekly Imps (000)	Campaign Imps (000)	CPM	Daily TRPs	Weekly TRPs
1	Clear Chan	12-Sheet	Johannesbu	Johanne	0	2	12-Sheet(JHB-S	£807	0.0%	£0	9,128	100%	0	0	0	£0.00	0	0
2	Primedia	12-Sheet	Johannesbu	Johanne	0	2	12-Sheet(JHB-S	£0	0.0%	£0	16,566	100%	0	0	0	£0.00	0	0
3	Clear Chan	12-Sheet	Johannesbu	Johanne	0	2	12-Sheet(JHB-C	£807	0.0%	£0	50,302	100%	0	0	0	£217.30	0	0
4	Outdoor Ne	12x9 SS	Johannesbu	Johanne	0	2	12x9 SS(JHB-C	£0	0.0%	£0	34,990	100%	0	0	0	£0.00	0	0
5	Outdoor Ne	12x9 SS	Pretoria	Pretoria	0	2	12x9 SS(PTA-B	£0	0.0%	£0	77,059	100%	0	0	0	£0.00	0	0
6	Primedia	12-Sheet	Pretoria	Pretoria	0	2	12-Sheet(PTA-C	£0	0.0%	£0	22,887	100%	0	0	0	£0.00	0	0
7	Primedia	12-Sheet	Pretoria	Pretoria	0	2	12-Sheet(PTA-E	£0	0.0%	£0	8,458	100%	0	0	0	£0.00	0	0
8	Clear Chan	12-Sheet	Pretoria	Pretoria	0	2	12-Sheet(PTA-E	£0	0.0%	£0	7,355	100%	0	0	0	£0.00	0	0
9	Clear Chan	12-Sheet	Soweto	Soweto	0	2	12-Sheet(JHB-E	£0	0.0%	£0	12,463	100%	0	0	0	£0.00	0	0

Summary Analysis

TAB

TAB Online

Survey: SA07 Target Population: 283 Summary Mode: No Summary

Start Inbox - Microsoft Outlook TOPS.docx - Microsoft W... Start - Telmar Outdoor Pl... TOPS manualplan - T... untitled - Paint 13:47

Please note:
Input exceeds available inventory.
MAX AVAILABLE PANELS 1 USED

To enter the amount of "boards"

If the users enters to many panels that exceeds the available inventory, a dialog box appear that will warn the user that the maximum is only 1 and1 will be entered

When right click in the data grid, the following options appear:



Apply Value to all items: If the same number of boards are used with the different panels.

Optimize Item: Not available in SA

Remove Unused Media: The panels that are not selected will be removed in order to supply a summary of the different panels used.

Duplicate: This will duplicate the line.

Layout: The user can change the layout of the results screen per section.

Move: If the user needs to change the order of the board usage, simply select move.

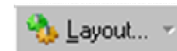
Delete Selected Row(s): In the final screen, if the user needs to remove a board selection, simply select "Delete Selected Rows".

Plan Detail Column Headings

- **Company:** The Outdoor Media Owner that manages/owns the site
- **Format:** Outdoor format type incl. the size
- **Inventory Market:** The planning market
- **Inventory Location:** This shows the region of the actual site
- **Panels:** The number of sites
- **Weeks:** The length of the campaign in weeks Name :
- **Outdoor format type** including a more detailed area
- **Weekly Base Rate:** The rate card rate supplied by the Media Owner by week at net cost
- **Discounts:** Negotiated discounts can be applied
- **Campaign Cost:** Number of units multiplied by weekly base rate
- **DEC / Audience:** Average audience of the site per day –VAI: Visibility Adjusted Impact –
Not available at this point in time
- **Daily Imps (000):** The daily audience delivery based on of panels in '000
- **Weekly Imps (000):** The weekly audience delivery based on no. of panels in '000
- **Campaign Imps (000):** The campaign audience delivery based on of panels in '000
- **CPM:** Cost per thousand
- **Daily TRPs:** Daily Target Ratings Point – same as Gross Rating Point
- **Weekly TRPs:** Weekly TARGET Rating Points
- **Campaign TRPs:** Campaign target Rating Points
- **CPP:** Cost per point (Cost per 1 GRP)
- **Weekly Reach (000):** No. of people in Target Market exposed to schedule at least once in the past week in 000's
- **Weekly Reach (%):** No. of people in Target Market exposed to schedule at least once in the past week in %
- **Weekly Average Frequency:** The weekly average number. of times the target market is exposed to the schedule
- **Campaign Reach (000):** No. of people in Target Market exposed to campaign at least once in the past week in 000's

- **Campaign Reach (%):** No. of people in Target Market exposed to campaign at least once in the past week in %
- **Campaign Ave Frequency:** The average no. of times the target market is exposed to the campaign
- **Effective Reach (%):** No. of people in target market exposed to campaign at least 3+ times in % (user can set this to be 3+ 5+ whatever they choose. It defaults to 3+)
- **Effective Reach (000):** No. of people in target market exposed to campaign at least 3+ times in 000's (can be defined by user defaults to 3+)
- **MAX Panels:** The maximum number of panels that are 'owned' by the operator in that market for that format
- **MAX Daily IMPS (000):** Same as daily just the total possible
- **MAX Weekly IMPS (000):** Same but for a week
- **MAX Campaign IMPS (000):** Maximum impression possible with the combination of format, panels over the campaign periods
- **MAX Weekly Reach (000):** Same but for a week
- **MAX Weekly Reach (%):** Same for one week
- **MAX Campaign Reach (000):** Same for entire campaign period
- **MAX Campaign Reach (%):** Same as above
- **MAX Effective Reach (000):** Same as above
- **MAX Effective Reach (%):** Same as above
- **MAX Weekly Ave Frequency:** Same as above
- **MAX Daily TRPs:** Maximum number of target rating points that can be achieved in one day
- **MAX Weekly TRPs:** Same as above
- **MAX Campaign TRPs:** Same as above
- **Frequency 1-4 (000):** This is a miss placed frequency distribution so it is the number of people in (000) who saw the message 1 -4 times
- **Frequency 5-9 (000):** Same as above
- **Frequency 10-14 (000):** Same as above
- **Frequency 15-19 (000):** Same as above
- **Frequency 20-24 (000):** Same as above
- **Frequency 25-29 (000):** Same as above
- **Frequency 30+ (000):** Same as above

Changing Layout

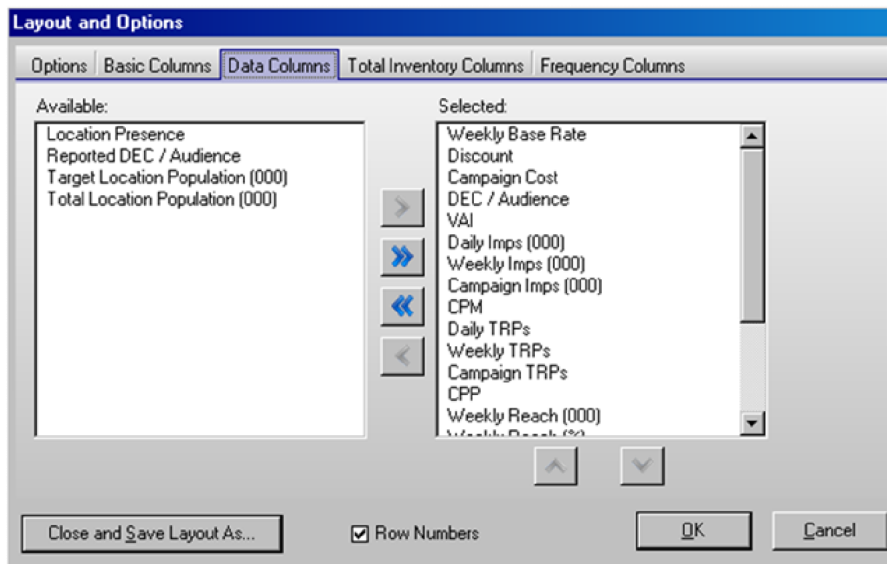


To change the layout of any section in the programme, click on the layout button

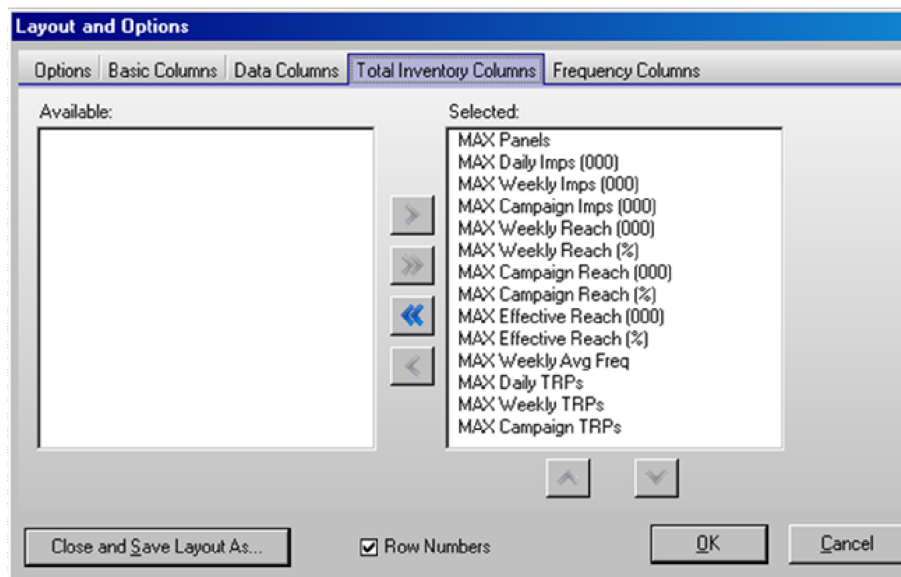
In order to display the total for the campaign by each column heading, the user can activate it by clicking on the drop down box next to Total Summary mode.

This screen will change the layout of the first

section of the detailed plan



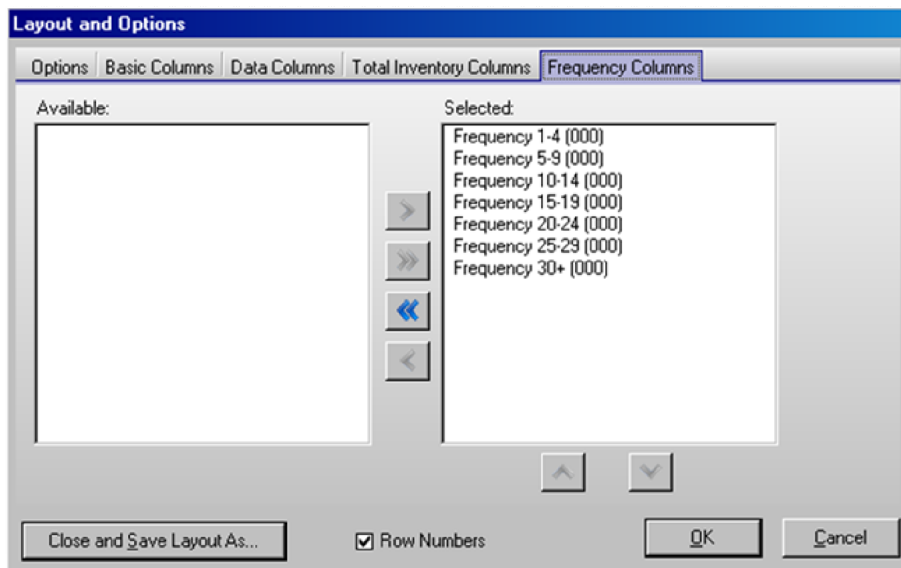
This section will change the second part of the detailed plan



This

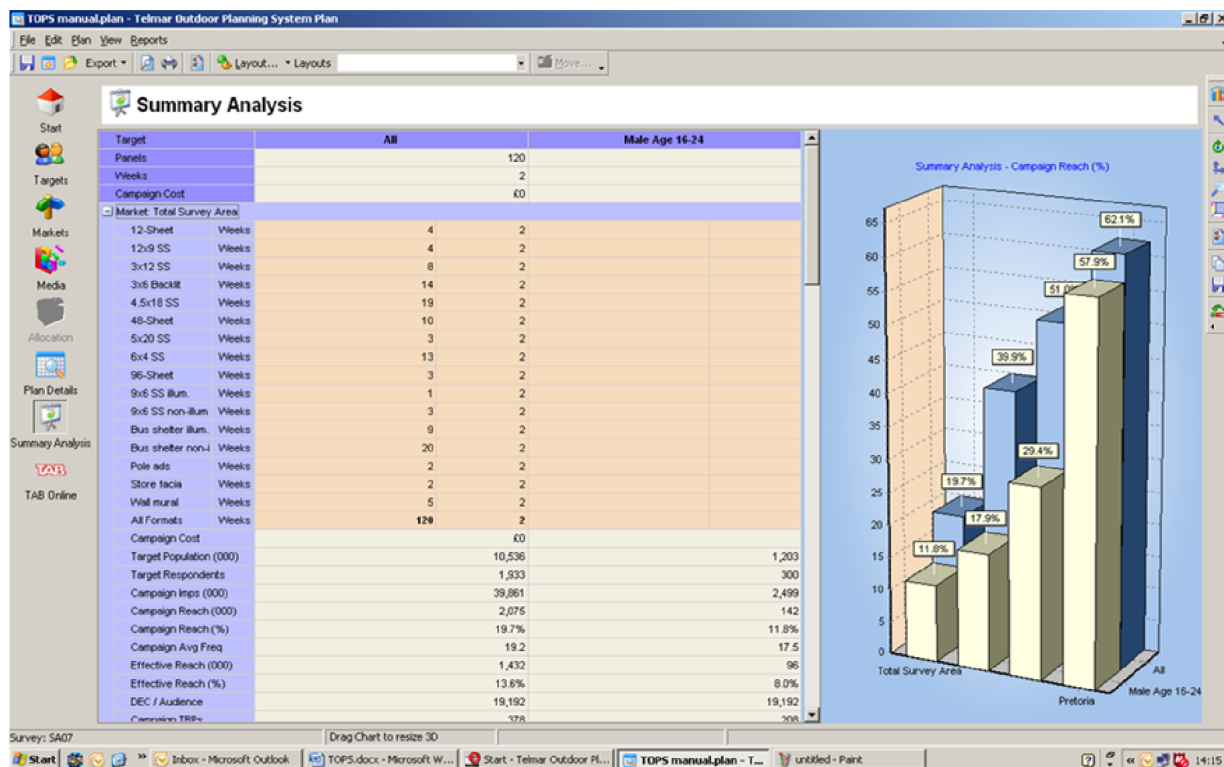
will change the third part of the detailed plan

section



This section will change the fourth part of the detailed plan

Summary Analysis



Click on the Summary Analysis button to view a complete summary of all plan results.

TOPS will always provide a summary for all respondents and total survey area. Totals for all media Metrics – can also be changed in the layout

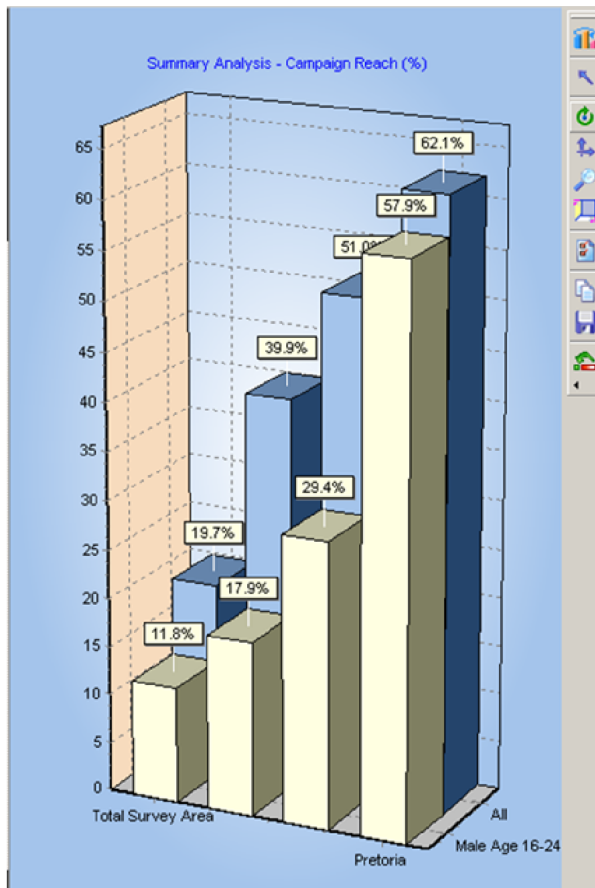
The first column is based on all respondents and the second column is the target market selected.

In order to see the detail per section, the user simply click on the + sign which will open up a tree to view the detail.

On the right hand side the data is expressed graphically – depending on what is selected, the programme will graph it.

Graph

The graph illustrates the summary of the total results



Animate chart: This will rotate the chart



Free rotation



Move chart: This will move the chart

Zoom in / out



Axis Size: This will increase / decrease the axis size



Edit Chart Analysis: See later explanation



Copy chart to clipboard



Save



Reset Chart: This will change the graph back to the original.

Printing / Exporting Selection



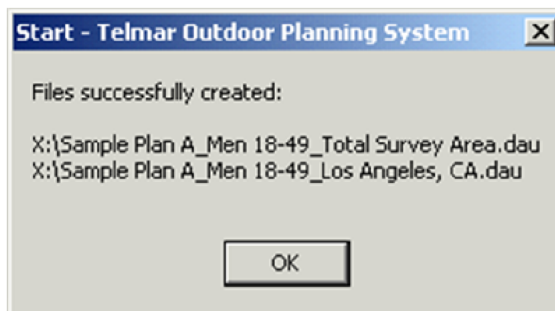
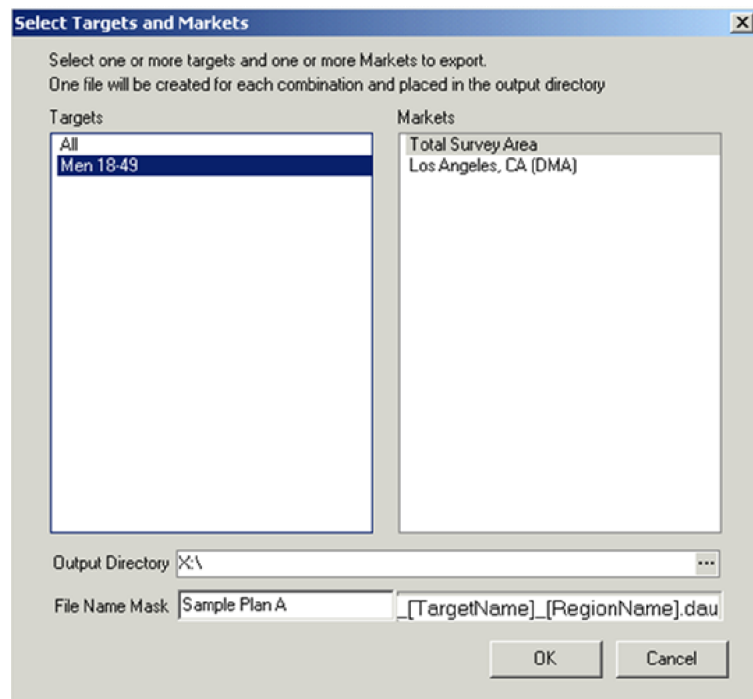
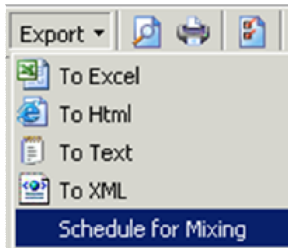
The user can either print your report, export to Excel, or view the summary analysis of all of your targets and markets.

Schedule for Mixing: In order to use Media Mix and include Outdoor, the TOPS schedule needs to be exported as a Media Mix schedule

Exporting example

Type a question for help																
File Edit View Insert Format Tools Data Window Help																
C20																
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																
2	Plan 1 - Plan Details															
3	Market: Total Survey Area (), Target: Men 18-49															
4	Target Population: 4,330, Respondents: 2,332															
5	Telmar Outdoor Planning System, Version 1.0.0.220															
6																
7	Company	Format	Inventory Locality	Panels	Weeks	DEC / Audience	Daily Imps (000)	Weekly Imps (000)	Weekly TRPs	Weekly Reach (000)	Weekly Reach (%)	Daily TRPs	Campaign TRPs	Campaign Reach (000)	Campaign Reach (%)	Campaign Avg Freq
8	[Multiple]	Transit Shelters	[Multiple]	156	4	19689	1080	7558	175	1121	25.9	25	699	2822	65.3	10.7
9	[Multiple]	Bulletins	[Multiple]	59	4	53096	1080	7558	175	1420	32.9	25	699	3247	75.1	9.3
10																
11	Survey: US07A, System DB: SLA26															
12	© 2007 Telmar Information Services Corp.															
13	Telmar Helpline 1-212-725-3000															

- ❖ **Export for mixing:** In order to mix schedules with other Telmar schedules, the user can choose to Export to Schedule for Mixing



Importing from Excel

TOPS enables the user to import actual schedules of operator sites. The user will need the following columns in the excel spreadsheet

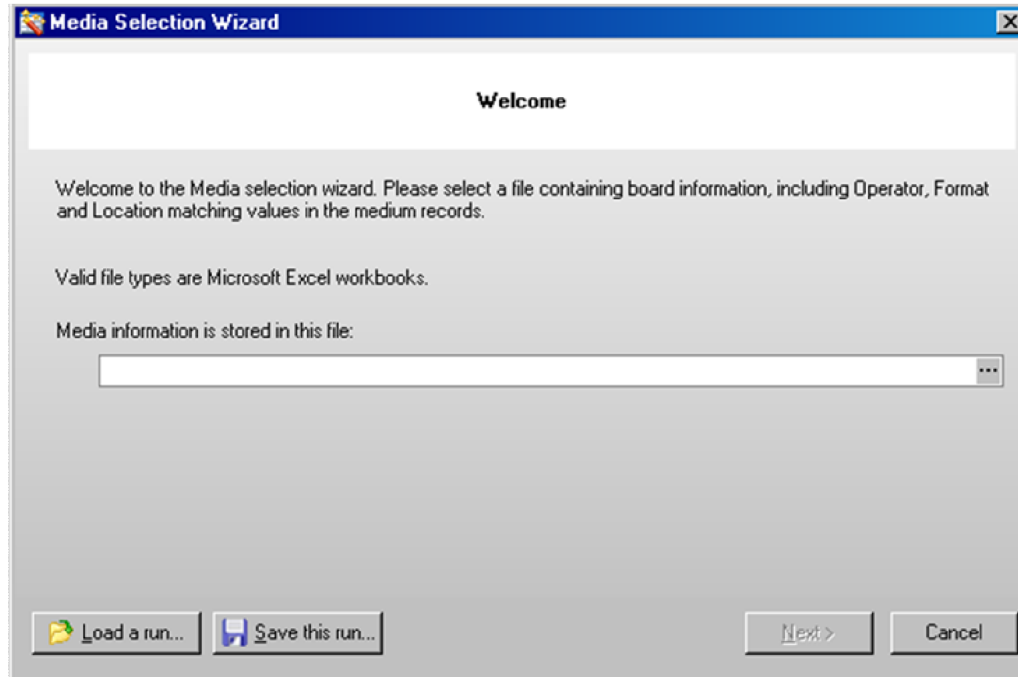
Operator	Location	Format	Tab Ref	Operator Ref	DEC / Aud	Panels	Wkly Rate
----------	----------	--------	---------	-----------------	--------------	--------	--------------

In order to create an import spreadsheet, the following needs to be available

- Ensure operator name is spelled the same as in TOPS
- Location is South Africa
- Formats include: Bulletins, Posters 30-Sheet, Transit Shelters, posters 8-Sheets. If the user added formats to the database, ensure that they match
- Neither the 4-digit TAB Ref TAB id number for the site or the Operator Ref for the site is required. If the user have the number, it will display on the reports for their own reference
- The DEC / Audience and Weekly Rate are optional. For the most accurate analysis, use the actual DEC or Audience as supplied by the operator

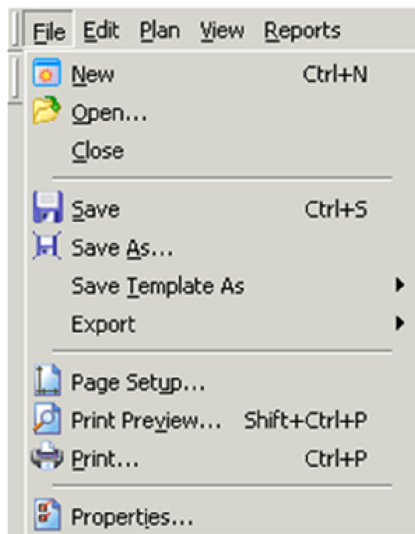
To launch this document into TOPS:

- Select the corresponding survey and database for the locations
- Pick your target and market
- On the media grid, launch the media selection wizard from the center of the screen

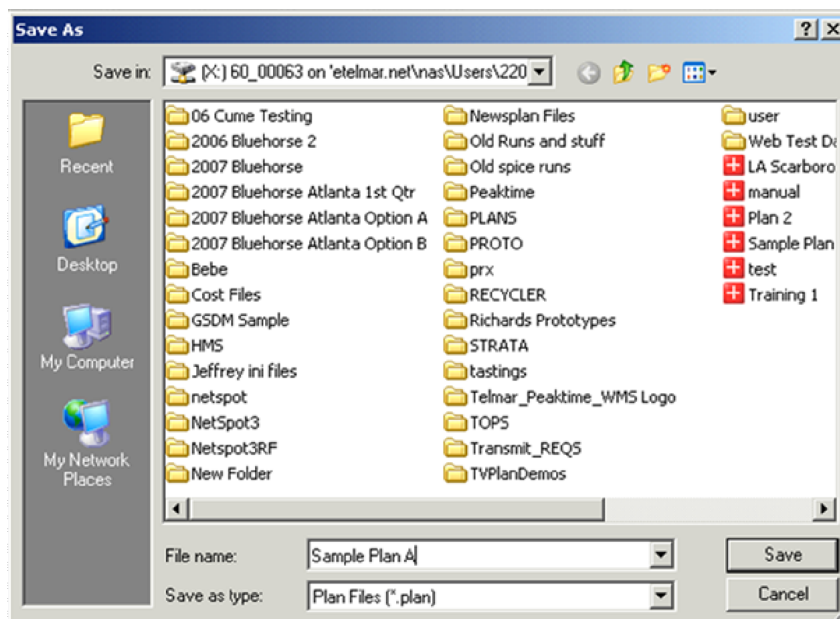


- Preview the spreadsheet for accuracy
- Match imported spreadsheet columns with the required columns
- Replace or add these location to any data already on your grid
- Save the package for future use if desired and assign an expiration date if necessary
- Analyze the imported schedule on the planning grid and in all preformatted reports

File Menu

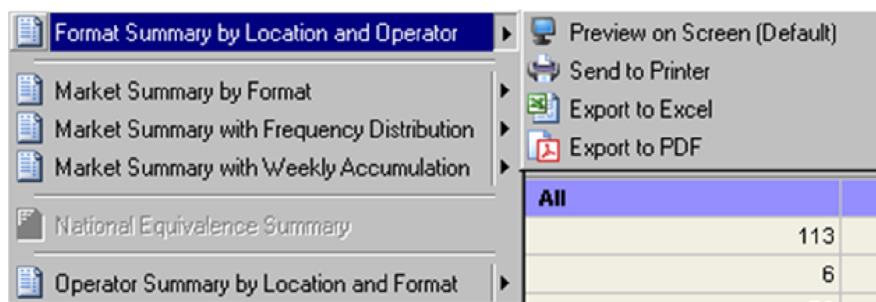
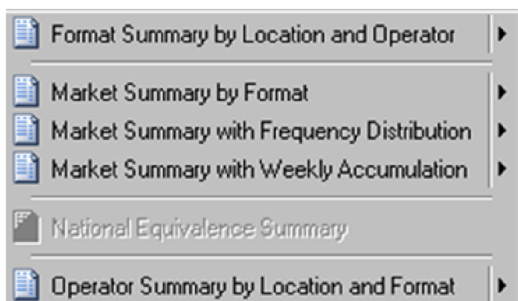


- ❖ **New:** This will create a new plan
 - ❖ **Open:** This will open previously saved documents
 - ❖ **Close:** This will close documents
 - ❖ **Save as:** This will enable the user to change the same of the previously saved document.
 - ❖ **Save Template as:** To save a document as a template to be used at a later stage
 - ❖ **Page Setup:** This allow the user to change the page layout
 - ❖ **Print Preview:** The user can view the actual page before printing
 - ❖ **Print:** This will print the documents
 - ❖ **Properties:** This will change the plan properties
- ❖ **Save:** This will save the document for later use.



Reports

Different reports can be generated by TOPS in order to supply clients detailed information.



Format Summary by Location and Operator

Report Parameters

Graph By: **Campaign Reach (%)**

Campaign Reach (%)
 Campaign Avg Freq
 Campaign TRPs
 CPP
 CPM
 Campaign Cost

In order to change the report parameters, the user can either run the report based on either Campaign Reach (%), Campaign Avg Freq, Campaign TRPs, CPP, CPM or Campaign Cost.

Examples of report generated by Format by area

Telmar's Outdoor Planning System
Format Summary by Location and Operator

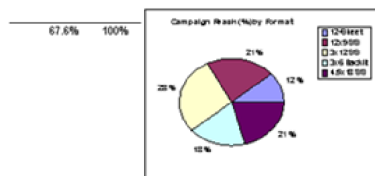
TOPS
Telmar Outdoor Planning System

Target: Male Age 16-34
Market: Total Survey Area
Population (000): 639

Telmar's Outdoor Planning System
Format Summary by Location and Operator

TOPS
Telmar Outdoor Planning System

Target: Male Age 16-34
Market: Total Survey Area
Population (000): 639



Tab Ref	Operator Ref	Disc / Aud	Placed / Viewed	Imp. c Reach (%)	Avg Freq	Cord Estimate
3.8	9.4	8.0				
11.2	3.1	8.0				
17.8	4.8	8.0				

Tab Ref	Operator Ref	Disc / Aud	Placed / Viewed	Imp. c Reach (%)	Avg Freq	Cord Estimate
4.1	7.2	8.0				
4.5	20.5	8.0				
8.1	12.4	8.0				

Tab Ref	Operator Ref	Disc / Aud	Placed / Viewed	Imp. c Reach (%)	Avg Freq	Cord Estimate
0.2	7.7	8.0				
5.2	7.7	8.0				

Tab Ref	Operator Ref	Disc / Aud	Placed / Viewed	Imp. c Reach (%)	Avg Freq	Cord Estimate
7.6	11.2	8.0				
3.9	2.8	8.0				
12.8	11.2	8.0				

Telmar's Outdoor Planning System
Format Summary by Location and Operator

TOPS
Telmar Outdoor Planning System

Target: Male Age 16-34
Market: Total Survey Area
Population (000): 639

12-Sheet

Location	Operator	Tab Ref	Operator Ref	Disc / Aud	Placed / Viewed	Imp. c Reach (%)	Avg Freq	Cord Estimate	
Pe tota	Clear Channel			7,266	55 6	7,341	9.1	62.0	8.0
					66	7,341	9.1	62.0	8.0

12-Sheet

Location	Operator	Tab Ref	Operator Ref	Disc / Aud	Placed / Viewed	Imp. c / Reach (%)	Avg. Freq	Cost Estimate
Pe tota	PrimeMedia			22,287	3 / 6	26	0.7	2.7
					5	26	0.7	2.7

12x9 SS

Location	Operator	Tab Ref	Operator Ref	Disc / Aud	Placed / Viewed	Imp. c Reach (%)	Avg Freq	Cord Estimate		
Johannesburg incl. SouthAfrNetwork				34,590	2	6	360	6.1	6.4	8.0
					5		360	6.1	6.4	8.0

12x9 SS

Location	Operator	Tab Ref	Operator Ref	Disc / Aud	Placed / Views	Imp c Reach (%)	Avg Freq	Cord Estimate	
Johannesburg and S. PrimeMedia				59,280	2 / 6	1,223	7.1	13.3	8.0
					2	1,223	7.1	13.3	8.0

3x12 SS

Location	Operator	Tab Ref	Operator Ref	DEC / AUG	Panel's Views	Imp c Reach (%)	Avg Imp	Cost Estimate		
Rest/Outgoing	Clear Channel			22,617	4	6	280	3.1	9.9	8.0
					4		280	3.1	9.9	8.0

Page 1 of 3

Market Summary by Format

The market summary report reflects the summary reach by target markets, by format and an overall campaign reach. The graph also shows the different % reach generated by the selected formats.

Telmar's Outdoor Planning System Market Summary by Format



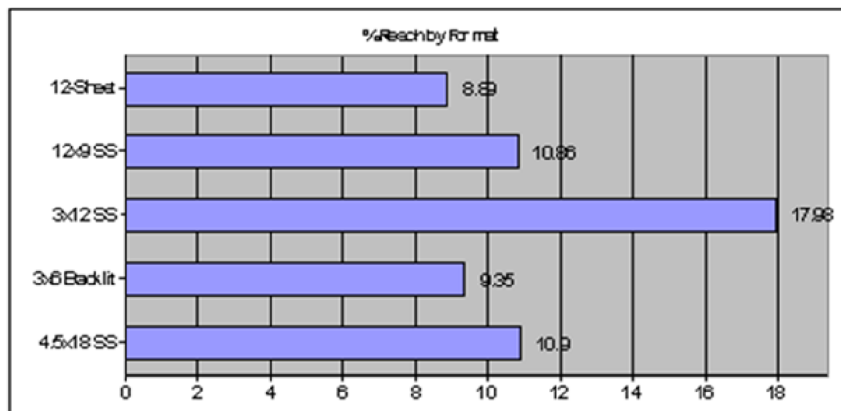
Target: Male Age 16-34
Market: Total Survey Area
Population (000) 2,639

Format	Panel c	Week c DEC / Audience	Campaign Reach (%)	Campaign Avg Freq	Campaign TRPc	Campaign Cost
12-Sheet	58	6	7,560	8.9	63.6	565
12x8 SS	4	6	45,126	10.9	11.2	121
3x12 SS	23	6	15,234	18.0	5.9	106
3x6 Backlit	18	6	17,361	9.3	13.2	124
4.5x18 SS	5	6	39,634	10.9	11.3	124
Total Market	110		12,812	28.2 %	22.7	1,041

Total Market Detail:

Market: Total Survey Area

Total Panel c	Campaign Reach (%)	Campaign Avg Freq	Campaign TRPc	CPP	Campaign Imp c	CPM	Campaign Cost
113	36.2 %	22.7	1,041	\$0.00	13,561	\$0.00	\$0



Market Summary with Frequency Distribution

In order to see the overall Frequency distribution table for the whole campaign, the user can run this report.

Telmar's Outdoor Planning System Market Summary with Frequency Distribution



Target: Male Age 16-34
Market: Total Survey Area
Population (000) 2,639

Format	Panel c	Week c	DEC / Audience	Campaign Reach (%)	Campaign Avg Freq	Campaign TRPc	Campaign Co d
12-Sheet	58	6	7,560	8.9	63.6	566	R.O
12x18 BB	4	6	45,135	10.9	11.2	121	R.O
3x12 BB	28	6	15,284	18.0	5.9	106	R.O
3x6 Backlit	18	6	17,351	9.3	13.2	124	R.O
4.6x12 BB	5	6	39,684	10.9	11.3	124	R.O
Total Market:	113		12,812	28.2 %	28.7	1,041	

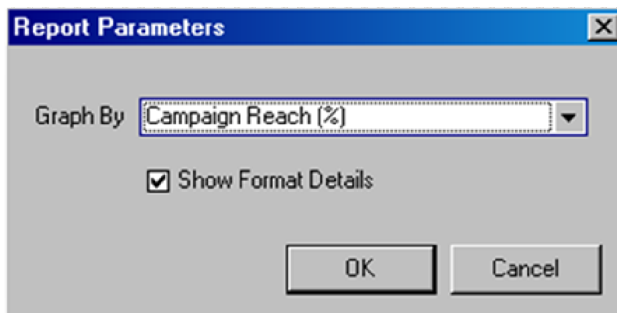
Total Market Detail:

Market: Total Survey Area

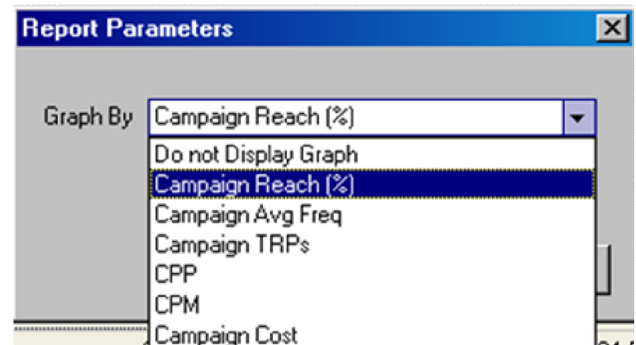
	Total Panel c	Campaign Reach (%)	Campaign Avg Freq	Campaign TRPc	CPP	Campaign Imp c	CPM	Campaign Co d
	113	36.2 %	28.7	1,041	\$0.00	13,561	\$0.00	\$0

Frequency	Exposed	Exposed %	Exposed at least (000)	Exposed at least %	Weight	Weight Exposed %	Weight Exposed (000)	Weight Exposed at least %	Weight Exposed at least (000)
0	231	63.8%	1,300	100.0 %	0.00	0.0 %	0	0	0
1	79	6.1%	472	36.2 %	1.00	6.1 %	0	6	472
2	43	3.3%	350	30.2 %	1.00	3.3 %	0	3	350
3	30	2.3%	350	26.9 %	1.00	2.3 %	0	2	350
4	23	1.7%	321	24.6 %	1.00	1.7 %	0	2	321
5	18	1.4%	256	22.9 %	1.00	1.4 %	0	1	256
6	16	1.2%	230	21.5 %	1.00	1.2 %	0	1	230
7	13	1.0%	254	20.3 %	1.00	1.0 %	0	1	254
8	12	0.9%	251	19.2 %	1.00	0.9 %	0	1	251
9	10	0.8%	239	18.3 %	1.00	0.8 %	0	1	239
10+	228	17.5%	228	17.5 %	1.00	17.5 %	0	18	228

Market Summary with Weekly Accumulation



Report Parameters can be set



according to the list below.

Telmar's Outdoor Planning System
Market Summary with Weekly Accumulation



Target: Male Age 16-34
Market: Total Survey Area
Population (000): 639

Point	Point's	Weeks	DRO / Audience	Campaign Reach (%)	Campaign Avg FRG	Campaign TRP%	Campaign CPM
12-Week	52	6	7,242	8.9	63.6	966	0
12-Week	4	6	45,136	10.9	112	121	0
24-Week	26	6	19,224	10.0	99	106	0
24-Week	18	6	17,261	9.3	132	124	0
48-Week	6	6	36,024	10.9	113	124	0
Total Market	112		12,812	26.2 %	22.7	1,041	R0

Total Market Detail:

Market: Total Survey Area

Weekly Delivery	Total Point's	Campaign Reach (%)	Campaign Avg FRG	Campaign TRP%	CPP	Campaign Imp's	CPM	Campaign Cost
	112	36.2 %	22.7	1.2+1	#0.00	13,961	#0.00	#0

12-Week

Weekly Delivery	Total Point's	Campaign Reach (%)	Campaign Avg FRG	Campaign TRP%	CPP	Campaign Imp's	CPM	Campaign Cost
1	52	4.6%	14.2	94	R 0.00	1,228	R 0.00	R 0
2	52	7.9%	25.0	152	R 0.00	2,456	R 0.00	R 0
3	52	8.1%	36.1	203	R 0.00	3,624	R 0.00	R 0
4	52	10.4%	44.3	277	R 0.00	4,911	R 0.00	R 0
5	52	12.7%	54.3	471	R 0.00	6,139	R 0.00	R 0
6	52	15.9%	63.6	666	R 0.00	7,367	R 0.00	R 0

24-Week

Weekly Delivery	Total Point's	Campaign Reach (%)	Campaign Avg FRG	Campaign TRP%	CPP	Campaign Imp's	CPM	Campaign Cost
1	4	6.0%	3.4	20	R 0.00	264	R 0.00	R 0
2	4	7.2%	5.2	42	R 0.00	528	R 0.00	R 0
3	4	8.9%	6.8	61	R 0.00	792	R 0.00	R 0
4	4	9.7%	8.3	81	R 0.00	1,056	R 0.00	R 0
5	4	10.3%	9.3	101	R 0.00	1,319	R 0.00	R 0
6	4	10.9%	11.2	121	R 0.00	1,583	R 0.00	R 0

Telmar's Outdoor Planning System
Market Summary with Weekly Accumulation



Target: Male Age 16-34
Market: Total Survey Area
Population (000): 639

24-Week

Weekly Delivery	Total Point's	Campaign Reach (%)	Campaign Avg FRG	Campaign TRP%	CPP	Campaign Imp's	CPM	Campaign Cost
1	26	8.1%	2.2	18	R 0.00	251	R 0.00	R 0
2	26	11.7%	3.0	36	R 0.00	462	R 0.00	R 0
3	26	14.0%	3.8	53	R 0.00	694	R 0.00	R 0
4	26	16.6%	4.5	71	R 0.00	926	R 0.00	R 0
5	26	16.9%	5.2	89	R 0.00	1,196	R 0.00	R 0
6	26	18.0%	5.9	106	R 0.00	1,387	R 0.00	R 0

24-Week

Weekly Delivery	Total Point's	Campaign Reach (%)	Campaign Avg FRG	Campaign TRP%	CPP	Campaign Imp's	CPM	Campaign Cost
1	18	5.0%	4.1	21	R 0.00	260	R 0.00	R 0
2	18	6.6%	6.3	41	R 0.00	527	R 0.00	R 0
3	18	7.6%	8.2	62	R 0.00	826	R 0.00	R 0
4	18	8.3%	9.9	82	R 0.00	1,075	R 0.00	R 0
5	18	8.9%	11.6	103	R 0.00	1,344	R 0.00	R 0
6	18	9.3%	13.2	124	R 0.00	1,612	R 0.00	R 0

48-Week

Weekly Delivery	Total Point's	Campaign Reach (%)	Campaign Avg FRG	Campaign TRP%	CPP	Campaign Imp's	CPM	Campaign Cost
1	6	5.1%	3.4	21	R 0.00	260	R 0.00	R 0
2	6	7.6%	5.4	41	R 0.00	527	R 0.00	R 0
3	6	8.2%	7.1	62	R 0.00	826	R 0.00	R 0
4	6	9.6%	8.6	82	R 0.00	1,074	R 0.00	R 0
5	6	10.3%	10.0	103	R 0.00	1,342	R 0.00	R 0
6	6	10.9%	11.3	124	R 0.00	1,611	R 0.00	R 0

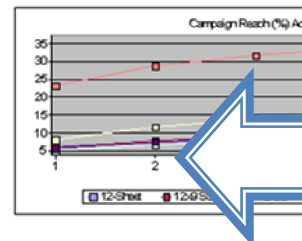
Total Schedule

Weekly Delivery	Total Point's	Campaign Reach (%)	Campaign Avg FRG	Campaign TRP%	CPP	Campaign Imp's	CPM	Campaign Cost
1	112	25.2%	7.5	113	R 0.00	2,240	R 0.00	R 0
2	112	28.6%	12.1	247	R 0.00	4,503	R 0.00	R 0
3	112	31.6%	16.5	420	R 0.00	6,703	R 0.00	R 0
4	112	33.6%	20.6	694	R 0.00	9,240	R 0.00	R 0
5	112	36.1%	24.7	967	R 0.00	11,201	R 0.00	R 0

Telmar's Outdoor Planning System
Market Summary with Weekly Accumulation



Target: Male Age 16-34
Market: Total Survey Area
Population (000): 639



This report shows the cumulative reach (if reach was selected) by week by format as well as for the overall campaign

Operator Summary By Location and Format

Telmar's Outdoor Planning System
Operator Summary by Location and Format



Target: Male Age 16-34
Market: Total Survey Area
Population (000): 639

Clear Channel

Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Johannesburg m180000001		60,260	2	6	205	4	7.0			R0
Total for 2 of 10001		60,260	2	6	205	4	7.0	20.1	24.4	R0
Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Prekula 12000001		7,260	66	6	7,341	9	42.0			R0
Total for 12-Street		60,260	66	6	7,341	9	42.0	20.1	24.4	R0
Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Prekula 340 00001		14,240	16	6	1,212	5	20.5			R0
Total for 2 of 10001		60,260	16	6	1,212	5	20.5	20.1	24.4	R0
Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Art1000000 3x12 00		22,617	4	6	280	3	9.9			R0
Total for 2 of 10 00		60,260	4	6	280	3	9.9	20.1	24.4	R0
Overall Total for Clear Channel		60,260	78	6	8,211	20.1	24.4			R0

Outdoor Network

Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Johannesburg m18000000		34,960	2	6	280	5	5.4			R0
Total for 1200 00		60,260	2	6	280	5	5.4			R0
Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Johannesburg m18000000		36,260	4	6	1,470	3	14.3			R0
Total for 4.5 x 12 00		60,260	4	6	1,470	3	14.3	20.1	24.4	R0
Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Prekula 3x12 00		12,120	4	6	420	5	9.4			R0
Total for 2 of 10 00		60,260	4	6	420	5	9.4	20.1	24.4	R0
Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Prekula 4.5 x 12 00		20,217	1	6	141	4	2.8			R0
Total for 4.5 x 12 00		60,260	1	6	141	4	2.8	20.1	24.4	R0

Page 1 of 3

Telmar's Outdoor Planning System
Operator Summary by Location and Format



Target: Male Age 16-34
Market: Total Survey Area
Population (000): 639

Outdoor Network

Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Art1000000 3x12 00		14,240	20	6	515	14	3.1			R0
Total for 2 of 10 00		60,260	20	6	515	14	3.1	20.1	24.4	R0
Overall Total for Outdoor Network		60,260	21	6	5,875	24.0	2.4			R0

Primedia

Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Johannesburg m18000000		60,260	2	6	1,222	7	13.3			R0
Total for 1200 00		60,260	2	6	1,222	7	13.3	20.1	24.4	R0
Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Prekula 12000001		22,680	3	6	26	1	2.7			R0
Total for 12-Street		60,260	3	6	26	1	2.7	20.1	24.4	R0
Location	Format	Total Ref	Operator Ref	DBC / Aud	Panel Ref	Weeks C	Imp C	Reach (%)	Avg Ppm	Cost Estimate
Prekula 340 00001		13,031	1	6	33	0	1.7			R0
Total for 2 of 10001		60,260	1	6	33	0	1.7	20.1	24.4	R0
Overall Total for Primedia		60,260	4	6	1,371	8.0	13.3			R0

Combined Operator	DBC / Audience	Panel Ref	Weeks C	Campaign Imp	Campaign Reach (%)	Campaign Avg Ppm	Campaign Cost Estimate
	10,810	110	6	10,681	17.8	22.7	R0

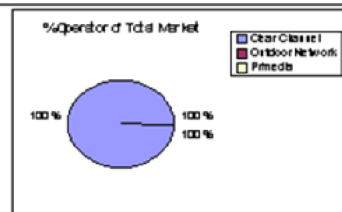
Operator % of Total	Total Expenditure	Operator %
Clear Channel	R 0	0%
Outdoor Network	R 0	0%
		0%

Page 2 of 3

Telmar's Outdoor Planning System
Operator Summary by Location and Format



Target: Male Age 16-34
Market: Total Survey Area
Population (000): 639



Glossary

- **Company:** The Outdoor Media Owner that manages/owns the site
- **Format:** Outdoor format type incl. the size
- **Inventory Market:** The planning market
- **Inventory Location:** This shows the region of the actual site
- **Panels:** The number of sites
- **Weeks:** The length of the campaign in weeks Name:
- **Outdoor format type** including a more detailed area
- **Weekly Base Rate:** The rate card rate supplied by the Media Owner by week at net cost
- **Discounts:** Negotiated discounts can be applied
- **Campaign Cost:** Number of units multiplied by weekly base rate
- **DEC / Audience:** Average audience of the site per day –VAI: Visibility Adjusted Impact – Not available at this point in time
- **Daily Imps (000):** The daily audience delivery based on of panels in '000
- **Weekly Imps (000):** The weekly audience delivery based on no. of panels in '000
- **Campaign Imps (000):** The campaign audience delivery based on of panels in '000
- **CPM:** Cost per thousand
- **Daily TRPs:** Daily Target Ratings Point – same as Gross Rating Point
- **Weekly TRPs:** Weekly TARGET Rating Points
- **Campaign TRPs:** Campaign target Rating Points
- **CPP:** Cost per point (Cost per 1 GRP)
- **Weekly Reach (000):** No. of people in Target Market exposed to schedule at least once in the past week in 000's
- **Weekly Reach (%):** No. of people in Target Market exposed to schedule at least once in the past week in %
- **Weekly Average Frequency:** The weekly average number. of times the target market is exposed to the schedule
- **Campaign Reach (000):** No. of people in Target Market exposed to campaign at least once in the past week in 000's

- **Campaign Reach (%):** No. of people in Target Market exposed to campaign at least once in the past week in %
- **Campaign Ave Frequency:** The average no. of times the target market is exposed to the campaign
- **Effective Reach (%):** No. of people in target market exposed to campaign at least 3+ times in % (user can set this to be 3+ 5+ whatever they choose. It defaults to 3+)
- **Effective Reach (000):** No. of people in target market exposed to campaign at least 3+ times in 000's (can be defined by user defaults to 3+)
- **MAX Panels:** The maximum number of panels that are 'owned' by the operator in that market for that format
- **MAX Daily IMPS (000):** Same as daily just the total possible
- **MAX Weekly IMPS (000):** Same but for a week
- **MAX Campaign IMPS (000):** Maximum impression possible with the combination of format, panels over the campaign periods
- **MAX Weekly Reach (000):** Same but for a week
- **MAX Weekly Reach (%):** Same for one week
- **MAX Campaign Reach (000):** Same for entire campaign period
- **MAX Campaign Reach (%):** Same as above
- **MAX Effective Reach (000):** Same as above
- **MAX Effective Reach (%):** Same as above
- **MAX Weekly Ave Frequency:** Same as above
- **MAX Daily TRPs:** Maximum number of target rating points that can be achieved in one day
- **MAX Weekly TRPs:** Same as above
- **MAX Campaign TRPs:** Same as above
- **Frequency 1-4 (000):** This is a miss placed frequency distribution so it is the number of people in (000) who saw the message 1-4 times
- **Frequency 5-9 (000):** Same as above
- **Frequency 10-14 (000):** Same as above
- **Frequency 15-19 (000):** Same as above
- **Frequency 20-24 (000):** Same as above
- **Frequency 25-29 (000):** Same as above
- **Frequency 30+ (000):** Same as above